

PHILIP MORRIS COMPANIES INC. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

To: PRIVILEGED AND CONFIDENTIAL
FILES

Date: February 11, 1993

From: Murray H. Bring

Subject: BETA

On Tuesday, February 2, the persons listed below and I had a meeting to discuss Project "BETA," having the week before received a presentation from the BETA Task Force on the current status of the project. The following points were agreed to:

1. That the Task Force would be authorized to continue working on the project
2. That normal biological testing will be conducted prior to any market test.
3. That the Task Force will be instructed to "raise the bar" on product design, in order to obtain a product that is closer in appearance and feel to a conventional cigarette, and has significantly enhanced taste and smoking characteristics.
4. That a decision will be made as quickly as possible on whether to explore an international joint venture with the JTI or some other organization.
5. That the search for an appropriate partner with battery technology will be expedited.
6. That an individual will be selected as quickly as possible to assume overall responsibility for this project, and that a top priority will be given to developing a comprehensive marketing plan for the United States or any other country in which the product may be launched initially.

7.

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cc: G. Bible
W. Campbell
M. Miles
R. W. Murray

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